

Departmental Assessment of CAS Rhetoric Program

Categories for Assessing Writing

General Essays

1. Content. Is the content pertinent, interesting, accurate, etc.?
2. Focus. How effectively does the writing clarify the point and keep readers' attention focused on the point?
3. Purpose. How effectively does the writing address and achieve a clear purpose?
4. Audience. How effectively does the writing understand and address its audience?
5. Ethos. How effectively does the writing convey an appropriate authorial stance?
6. Structure. How effectively does the writing employ strategies for arranging and connecting its parts?
7. Detail. How effectively does the writing use appropriate specific and concrete information to support and clarify?
8. Style. How effectively does the writing employ style that is both appropriate and inventive?
9. Correctness. How effectively does the writing comply with standards of correctness (grammar, mechanics, and usage) that are appropriate to the particular situation?
10. Visual elements. How effectively does the writing use visual design and graphic content?

Special Considerations for the CAS Rhetoric Program

In an analytical essay of a communication text, does the student author consider the following:

- A. Who is the audience for the text? Is the text appropriate for that audience?
- B. Does the text clearly communicate a message? Is the text effective?
- C. Is the text appropriate for the situation?
- D. Is the text ethical?